C7715-3A MAY 1986

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MAY		% '86 VS '85	% IND	
	1986	1985		1986	1985
AMC	4723	10264	46.02	.51	1.13
(Alliance)	3334	5630	59.22	.36	.62
(Encore)	843	3766	22.38	.09	.41
(Eagle)	546	868	62.90	.06	.10
CHRYSLER	29523	32524	90.77	3.22	3.57
(Laser)	2790	4945	56.42	.30	.54
(Le Baron/GTS)	13525	15116	89.47	1.48	1.66
(E/MY/S RV)	13208	12463	105.98	1.44	1.37
DODGE	40539	40081	101.14	4.42	4.40
(Daytona)	3688	4654	79.24	.40	.51
(Colt/Vista/Conq)	4229	2130	198.54	.46	.23
(Omni/Shadow)	12801	11533	110.99	1.40	1.28
(Aries)	7771	9339	83.21	.85	1.02
(Lancer)	3297	4401	74.91	.36	.48
(600)	6145	4884	125.82	.67	.54
(Diplomat)	2608	3140	83.06	.28	.34
PLYMOUTH	34811	29860	116.58	3.79	3.27
(Colt/Vista/Conq)	4243	2120	200.14	.46	.23
(Horizn/Sundance)	13818	11361	121.63	1.51	1.24
(Reliant)	11738	11211	104.70	1.28	1.23
(Caravelle)	3521	3266	107.81	.38	.36
(Gran Fury)	1491	1902	78.39	.16	.21
CHRYSLER CORP	104873	102465	102.35	11.43	11.24
FORD	111607	122346	91.22	12.16	13.42
(Escort)	32746	39702	82.48	3.56	4.36
(Mustang)	16567	13530	122.45	1.81	1.48
(Tempo)	18736	21059	88.97	2.04	2.31
(Taurus)	18510	-	-	2.02	-
(LTD/Crn Vict)	14196	33246	42.70	1.55	3.65
(T'Bird)	10852	14809	73.28	1.18	1.62
LINCOLN	12965	11020	117.65	1.41	1.21
(Mark VII)	1751	1289	136.62	.19	.14
XR4 Motor	1359	478	284.31	.15	.05
MERCURY	41078	43900	93.57	4.48	4.81
(Lynx)	4882	7456	65.48	.53	.82
(Capri)	1080	1240	87.10	.12	.14
(Topaz)	5064	5686	89.06	.55	.62
(Sable)	9054	-	-	.99	-
(Marq/Gr Marq)	11078	18688	59.28	1.21	2.04
(Cougar)	9910	10850	91.51	1.08	1.19
LINC/MERC DIV	55402	55398	100.01	6.04	6.07
FORD MOTOR CO	167009	177744	93.96	18.20	19.49
BUICK	63479	78249	81.12	6.92	8.58
(Skyhawk)	6893	8507	81.03	.75	.93
(Somerset/Skylrk)	10452	12356	84.59	1.14	1.35
(Century)	19871	18401	107.99	2.16	2.02
(Regal)	6239	8670	71.96	.68	.95
(Riviera)	1244	3988	31.19	.14	.44
CADILLAC	23457	25220	93.01	2.56	2.77
(Cimarron)	1901	2321	81.90	.21	.25
(Eldorado)	1567	6188	25.32	.17	.69
(Seville)	1280	3004	42.61	.14	.33
CHEVROLET	148451	147053	100.95	16.17	16.12
(Chevette)	5645	8565	65.91	.62	.94
(Celebrity)	35797	30142	118.76	3.90	3.31
(Cavalier)	30759	45583	67.48	3.35	4.99
(Camaro)	18111	23262	77.86	1.97	2.55
(Corvette)	3346	3411	98.09	.36	.37
(Monte Carlo)	9656	10467	92.25	1.05	1.15
OLDSMOBILE	95129	96881	98.19	10.37	10.62
(Firenza)	3642	5250	69.37	.40	.58
(Calais)	11695	15785	74.09	1.27	1.73
(Cutlass Ciera)	28039	28543	98.23	3.06	3.12
(Cutlass)	18337	18186	100.83	2.00	1.99
(Toronado)	1122	2793	40.17	.12	.31
PONTIAC	74286	72681	102.21	8.10	7.97
(1000)	1440	1655	87.01	.16	.18
(Sunbird)	9354	13010	71.90	1.02	1.43
(Grand AM)	19191	10704	179.29	2.09	1.17
(6000)	14786	13312	111.07	1.61	1.46
(Bonneville)	3434	4376	78.47	.37	.48
(Firebird)	9258	10036	92.25	1.01	1.10
(Fiero)	6484	10028	64.66	.71	1.10
GEN. MTRS CORP.	404802	420084	96.36	44.12	46.06
Misc. Domestic	5	22	22.73	-	-
Other Import	236167	201353	117.29	25.74	22.08
U.S. TOTAL	917579	911932	100.62		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '86 VS '85	% 2ND		YEAR END
	1986	1985		1986	1985	1985
AMC	30125	57586	52.31	.68	1.33	128318
(Alliance)	20646	30918	66.78	.47	.71	73472
(Encore)	5790	20806	27.83	.13	.48	41534
(Eagle)	3689	5862	62.95	.08	.13	13312
CHRYSLER	140265	145930	96.12	3.18	3.37	371292
(Laser)	12025	25201	47.72	.27	.58	50870
(Le Baron/GTS)	63280	57940	119.57	1.57	1.34	154217
(E/NY/5 Av)	58961	62789	93.90	1.34	1.45	166205
DODGE	193402	210693	91.79	4.39	4.85	478037
(Daytona)	15537	23114	67.22	.35	.53	48784
(Colt/Vista/Cong)	28866	16139	178.20	.66	.37	52282
(Omni/Shadow)	51572	67231	76.71	1.16	1.55	127241
(Aries)	41255	49494	83.35	.94	1.14	114289
(Lancer)	20304	14333	141.66	.46	.33	47325
(600)	25050	24639	101.67	.57	.57	54681
(Diplomat)	10818	15683	68.98	.25	.36	33435
PLYMOUTH	162252	172461	94.08	3.68	3.98	375218
(Colt/Vista/Cong)	26984	15802	170.76	.61	.36	48952
(Horizn/Sundance)	55036	71176	76.66	1.25	1.66	135366
(Reliant)	57937	61061	94.88	1.31	1.41	137213
(Caravelle)	16287	15767	103.30	.37	.36	35501
(Gran Fury)	6008	8055	74.59	.14	.19	16177
CHRYSLER CORP	495920	529064	93.73	11.25	12.20	1222538
FORD	545774	585474	93.22	12.39	13.50	1364829
(Escort)	165767	163589	101.33	3.77	3.76	425347
(Mustang)	70576	66589	105.99	1.60	1.54	157357
(Tempo)	107652	139520	77.16	2.44	3.22	278475
(Taurus)	66309	-	-	1.50	-	1653
(LTD/Crn Vict)	76516	151269	50.58	1.74	3.49	345641
(T'Bird)	58954	64507	91.39	1.34	1.49	156356
LINCOLN	62665	66392	94.39	1.42	1.53	164295
(Mark VII)	8075	8642	93.44	.18	.20	20401
XR4 Merkur	6061	1342	451.64	.14	.03	8063
MERCURY	193507	219554	88.14	4.39	5.07	515895
(Lynx)	28634	30489	93.92	.65	.70	83620
(Capri)	4957	6603	75.07	.11	.15	15632
(Topaz)	25751	38175	67.46	.58	.88	73554
(Sable)	31977	-	-	.73	-	879
(Marq/Gr Marq)	54595	94935	57.51	1.24	2.20	223656
(Cougar)	47593	49352	96.44	1.08	1.14	118554
LINC/MERC DIV	262234	287288	91.28	5.95	6.63	688253
FORD MOTOR CO	807008	872762	92.58	18.34	20.13	2053082
BUICK	298301	355438	83.92	6.77	8.20	851031
(Skyhawk)	28207	38856	72.59	.64	.90	85411
(Somerset/Skylrk)	47098	39559	119.06	1.07	.91	93259
(Century)	96205	82952	115.98	2.18	1.91	233268
(Regal)	33551	41547	80.75	.76	.96	114047
(Riviera)	6923	20420	33.90	.16	.47	48891
CADILLAC	118206	116494	101.47	2.68	2.69	301228
(Cimarron)	8821	8657	101.89	.20	.20	22760
(Eldorado)	8903	26442	33.67	.20	.62	60756
(Seville)	6269	12758	49.14	.14	.29	29986
CHEVROLET	703848	664577	105.91	15.98	15.32	1658768
(Chevette)	31440	50694	62.02	.71	1.17	129007
(Celebrity)	165263	131253	125.91	3.75	3.03	360963
(Cavalier)	166550	186243	89.43	3.78	4.28	419697
(Camaro)	72257	112371	64.30	1.64	2.59	245879
(Corvette)	13580	15513	90.15	.31	.36	38042
(Monte Carlo)	42971	45871	93.68	.98	1.06	111169
OLDSMOBILE	431974	431346	100.15	9.80	9.95	1067881
(Firenza)	15535	25509	60.90	.35	.59	49780
(Calais)	47564	50241	94.67	1.08	1.16	122561
(Cutlass Ciera)	134717	126319	106.65	3.06	2.92	329934
(Cutlass)	89842	85996	104.47	2.04	1.98	218881
(Toronado)	5725	14464	39.58	.13	.33	32879
PONTIAC	343985	310666	110.73	7.81	7.16	785098
(1000)	8505	8918	95.37	.19	.21	22239
(Sunbird)	43581	50538	86.23	.99	1.17	115183
(Grand Am)	82888	43802	189.23	1.89	1.01	116535
(6000)	70499	57026	123.63	1.60	1.30	162628
(Bonneville)	18580	21113	88.00	.42	.49	52739
(Firebird)	38034	41407	91.85	.86	.95	100049
(Fiero)	28323	40377	70.15	.64	.93	90421
GEN. MTRS. CORP	1896314	1878521	100.95	43.04	43.32	4664006
Misc. Domestic	37	91	40.66	-	-	248
Other Import	1176321	998013	117.87	26.69	23.02	2820416
U.S. TOTAL	4406725	4336057	101.63			10888609

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	MAY	% IND	YEAR TO DATE		% '86 VS '85	% IND	
	1986		1986	1985		1986	1985
Dodge	40378	9.92	177617	217614	81.62	9.36	11.71
Plymouth	9827	2.41	47273	43412	108.89	2.49	2.34
Ford	117527	28.85	529932	508620	104.19	27.91	27.36
Chevrolet	110125	27.04	507190	481048	105.43	26.72	25.89
G.M.C.	27538	6.76	137374	133406	102.97	7.24	7.18
International	5210	1.28	25489	28731	88.72	1.34	1.55
Jeep	13602	3.34	73170	64126	114.10	3.86	3.45
Mack/Midliner	1983	.49	8648	12849	68.86	.47	.69
Kenworth	870	.21	4563	4787	91.14	.23	.26
Peterbilt	809	.20	3930	5197	75.62	.21	.28
Daimler-Benz Corp.	1914	.47	8331	9444	88.21	.44	.51
Volvo White	835	.21	4552	5239	86.89	.24	.28
Western Star	74	.02	463	484	95.66	.02	.03
Other Imports	76112	18.69	367299	341063	107.69	19.35	18.35
Miscellaneous Domestic	435	.11	2214	2291	96.64	.12	.12
U. S. Total	407239		1898045	1858311	102.14		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	120829	56788	-	-	-	-	-	-
(Dodge 1)	102445	36480	-	-	-	-	-	-
Plymouth *	47273	-	-	-	-	-	-	-
Ford	316705	190438	-	-	-	4188	13890	4711
(Ford 2)	238992	61451	-	-	-	-	-	-
Chevrolet	294637	194123	10596	147	132	2736	4602	217
(Chev 3)	229804	69218	-	-	-	-	-	-
G.M.C.	66748	52675	1107	105	1159	2192	10171	3217
(G.M.C 4)	50115	16446	-	-	-	-	-	-
International	-	-	-	-	-	6834	8300	10355
Jeep	66212	6958	-	-	-	-	-	-
(Jeep 5)	54125	6326	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	898	921	7029
Kenworth	-	-	-	-	-	-	-	4363
Peterbilt	-	-	-	-	-	-	-	3930
Daimler-Benz Corp.	-	-	-	-	-	872	533	6926
Volvo White	-	-	-	-	-	-	461	4091
Western Star	-	-	-	-	-	-	-	463
Other Imports	359342	4675	2486	295	148	74	262	17
Miscellaneous Domestic	-	1311	-	-	-	-	37	866
Total	1271746	506968	14189	547	1439	17794	39177	46185
1985 Total	1202149	526229	14707	385	2140	21781	32442	57870
1986 vs '85	105.79	96.34	96.48	142.08	52.52	81.70	120.76	79.80

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Mini Ram, Ram Van, Ramcharger, Ram 50, Dakota, Caravan, Ram Wagon and Raider
2 Includes Ranger, Bronco, Vans and Aerostar
3 Includes El Camino, Blazer, S10, Vans and Astro
* Plymouth Includes Voyager
4 Includes Vans, Caballero, Jimmy, S15 and Safari
5 Includes Wrangler/CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records are used in compiling
Oklahoma in 1985 and 1986.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1986		YEAR TO DATE 1985	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	27725	.83	6353	.15
Chevrolet Spectrum	33408	.76	16075	.37
Dodge Colt	20903	.47	12135	.28
Dodge Colt Vista SW	6771	.15	3092	.07
Dodge Conquest	1186	.03	972	.02
Plymouth Colt	19347	.44	11730	.27
Plymouth Colt Vista SW	6499	.15	3095	.07
Plymouth Conquest	1138	.03	979	.02
XR4 Merkur	6061	.14	1342	.03
Total Domestic Sponsored Imports	125044	2.79	55751	1.29
OTHER IMPORTS				
Audi	28253	.64	29097	.67
BMW	35865	.81	33336	.77
Honda	236780	5.37	215289	4.97
Mazda	94287	2.14	67596	1.56
Mercedes Benz	38013	.86	35752	.82
Nissan	211177	4.79	186609	4.30
Subaru	75672	1.72	58085	1.34
Toyota	210414	4.77	193509	4.46
Volkswagen	84079	1.91	70228	1.62
Volvo	44236	1.00	40494	.93
Others	117515	2.67	68018	1.57
Total Other Imports	1176321	26.69	998013	23.02
GRAND TOTAL ALL IMPORT CARS	1299365	29.49	1053764	24.30

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	30607	1.61	29971	1.61
Dodge RAIDER				
OTHER IMPORTS				
Isuzu	36156	1.90	28493	1.53
Mazda	55484	2.92	41700	2.24
Mitsubishi	12310	.65	10575	.57
Nissan	87463	4.61	109246	5.88
Subaru	1195	.06	1665	.09
Toyota	153605	8.09	140240	7.55
Volkswagen	4579	.24	6587	.35
Others	13225	.70	658	.04
Total Other Import Trucks	364017	19.18	339164	18.25
GRAND TOTAL ALL IMPORT TRUCKS	394624	20.79	369135	19.86

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	87352	4.60	96605	5.20
DODGE DAKOTA	-	-	-	-
FORD RANGER	115478	6.08	115193	6.20
GMC S15	20106	1.06	22468	1.21

UNITED STATES SUMMARY

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NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1976	9751585	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8824186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R 1-86
MAY 1986 ISSUED 07/86
(1) REVISED 10/85

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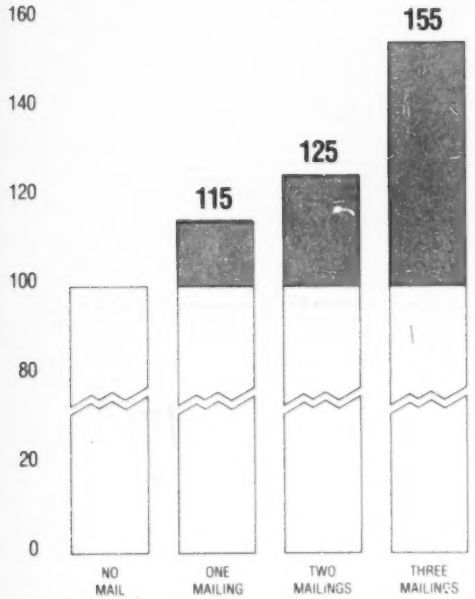
CONSIDERATION...



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C7715-3-A

JUNE
1986

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

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NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JUNE		% '86 VS '85	% IND	
	1986	1985		1986	1985
A.M.C.	5305	9778	54.25	.52	1.06
(Alliance)	3843	5288	72.67	.38	.58
(Encore)	909	3729	24.38	.09	.40
(Eagle)	553	761	72.67	.05	.08
CHRYSLER	31285	32928	95.01	3.09	3.57
(Laser)	2818	3913	72.02	.28	.42
(Le Baron/GTS)	13650	15551	87.78	1.35	1.69
(E/NY/S AY)	14817	13464	110.05	1.46	1.46
DODGE	47193	36504	129.28	4.67	3.96
(Daytona)	4003	3678	108.84	.40	.40
(Colt/Vista/Conq)	4973	3424	145.24	.49	.37
(Omni/Shadow)	14746	8478	173.93	1.47	.93
(Aries)	9855	7649	128.84	.97	.83
(Lancer)	3375	5539	60.93	.35	.60
(600)	7537	4647	162.19	.74	.50
(Diplomat)	2704	3089	87.54	.27	.33
PLYMOUTH	39911	26066	153.12	3.94	2.82
(Colt/Vista/Conq)	4496	3167	141.96	.44	.34
(Horizn/Sundance)	16831	8884	189.45	1.66	.96
(Reliant)	13077	9085	143.94	1.29	.99
(Caravelle)	3906	3077	126.94	.39	.33
(Gran Fury)	1601	1853	86.40	.16	.20
CHRYSLER CORP.	118389	95498	123.97	11.70	10.35
FORD	121877	118758	102.63	12.05	12.87
(Escort)	36061	43285	83.31	3.56	4.69
(Mustang)	16849	14230	118.40	1.67	1.54
(Tempo)	20115	16596	121.20	1.99	1.80
(Taurus)	22731	-	-	2.25	-
(LTD/Crn Vict)	13739	30812	44.59	1.36	3.34
(T'Bird)	12382	13835	89.50	1.22	1.50
LINCOLN	13620	11325	120.26	1.35	1.23
(Mark VII)	1840	1432	128.49	.19	.16
XR4 Merkur	1569	576	272.40	.16	.06
MERCURY	44715	42018	106.42	4.41	4.55
(Lynx)	5454	8545	63.83	.54	.93
(Capri)	1109	1067	103.94	.11	.12
(Topaz)	5994	4347	137.89	.59	.47
(Sable)	9761	-	-	.96	-
(Marq/Gr Marq)	11251	17766	63.33	1.11	1.91
(Cougar)	11146	10293	108.29	1.10	1.12
LINC/MERC. DIV.	59904	53919	111.10	5.92	5.84
FORD MOTOR CO.	181781	172677	105.27	17.97	18.71
BUICK	70253	73423	95.68	6.94	7.96
(Skyhawk)	7505	6468	116.03	.74	.70
(Somerset/Skylrk)	13372	11400	117.30	1.32	1.24
(Century)	20649	19383	106.53	2.05	2.10
(Regal)	7005	9274	75.53	.69	1.00
(Riviera)	1352	4132	32.72	.13	.45
CADILLAC	24252	25613	94.69	2.40	2.78
(Cimarron)	2175	1738	125.14	.21	.19
(Eldorado)	1489	6671	22.32	.15	.72
(Seville)	1268	3300	38.42	.13	.36
CHEVROLET	162443	139207	116.67	16.05	15.07
(Chevette)	5215	9146	57.02	.52	.99
(Celebrity)	39004	31738	122.89	3.84	3.44
(Cavalier)	36201	35324	102.48	3.58	3.81
(Camaro)	19017	21932	86.71	1.88	2.38
(Corvette)	3368	3339	100.87	.33	.36
(Monte Carlo)	9999	10223	97.81	.99	1.11
OLDSMOBILE	98114	96408	101.77	9.70	10.45
(Firenza)	3775	3785	99.74	.37	.41
(Calais)	12121	14078	86.10	1.20	1.53
(Cutlass Ciera)	29447	29901	98.48	2.92	3.24
(Cutlass)	20267	18939	107.01	2.00	2.05
(Toronado)	1007	2746	36.67	.10	.30
PONTIAC	78993	67104	117.72	7.81	7.27
(1000)	1412	1917	73.66	.14	.21
(Sunbird)	11856	9948	119.18	1.17	1.08
(Grand Am)	19507	9591	203.39	1.94	1.04
(6000)	16828	13451	125.11	1.66	1.46
(Bonneville)	3416	4554	75.01	.34	.49
(Firebird)	10163	10103	100.59	1.00	1.09
(Fiero)	6686	7755	86.22	.66	.84
GEN MTRS CORP.	434055	401785	108.03	42.90	43.53
Misc. Domestic	9	14	64.29	-	-
Other Import	272298	243158	111.98	26.91	26.35
U.S. TOTAL	1011837	922910	109.64		

R. L. POLK & CO. 1983

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '86 VS '85	% IND		YEAR END
	1986	1985		1986	1985	1985
A.M.C.	35430	67364	52.59	.65	1.28	128318
(Alliance)	24489	36206	67.64	.45	.68	73472
(Encore)	6699	24535	27.30	.12	.47	41534
(Eagle)	4242	6623	64.05	.08	.13	13312
CHRYSLER	171551	178858	95.91	3.17	3.40	371292
(Laser)	14843	29114	50.98	.27	.55	50870
(Le Baron/GTS)	82930	73491	112.84	1.54	1.40	154217
(E/NY/S AV)	73778	76253	96.75	1.36	1.45	166205
DODGE	240595	247197	97.33	4.44	4.70	478037
(Daytona)	19540	26[illegible]2	72.93	.36	.51	48784
(Colt/Vista/Conq)	33839	19623	172.45	.62	.37	52282
(Omni/Shadow)	66318	75709	87.60	1.23	1.43	127241
(Aries)	51110	57143	89.44	.94	1.09	114289
(Lancer)	23679	19872	119.16	.44	.38	47325
(600)	32587	29286	111.27	.60	.56	54681
(Diplomat)	13522	18772	72.03	.25	.36	33435
PLYMOUTH	202163	198527	101.83	3.73	3.78	373209
(Colt/Vista/Conq)	31480	18969	165.95	.58	.36	48952
(Horizn/Sundance)	71867	80660	89.10	1.33	1.54	135366
(Reliant)	71014	70146	101.24	1.31	1.33	137213
(Caravelle)	20193	18844	107.16	.37	.36	35501
(Gran Fury)	7609	9908	76.80	.14	.19	16177
CHRYSLER CORP.	614309	624582	98.36	11.34	11.88	1222538
FORD	667651	704232	94.81	12.32	13.39	1364829
(Escort)	201828	206874	97.56	3.72	3.93	425347
(Mustang)	87425	80819	108.17	1.61	1.54	157357
(Tempo)	127767	156116	81.84	2.36	2.97	278475
(Taurus)	89040	-	-	1.64	-	1653
(LTD/Crn Vict)	90255	182081	49.57	1.67	3.46	345641
(T'Bird)	71336	78342	91.06	1.32	1.49	156356
LINCOLN	76286	77717	98.16	1.41	1.48	164295
(Mark VII)	9915	10074	98.42	.19	.19	20401
REMAINDER	7630	1918	397.81	.14	.04	8063
MERCURY	238222	261572	91.07	4.40	4.97	515895
(Lynx)	34088	39034	87.33	.63	.74	83620
(Capri)	6066	7670	79.09	.11	.15	15632
(Topaz)	31745	42522	74.66	.59	.81	73554
(Sable)	41738	-	-	.77	-	879
(Marq/Gr Marq)	65846	112701	58.43	1.22	2.14	223656
(Cougar)	58739	59645	98.48	1.08	1.13	118554
LINC/MERC. DIV.	322138	341207	94.41	5.95	6.49	688253
FORD MOTOR CO.	989789	1045439	94.68	18.27	19.88	2053082
BUICK	368554	428861	85.94	6.80	8.15	851031
(Skyhawk)	35712	45324	78.79	.66	.86	85411
(Somerset/Skylrk)	60470	50959	118.66	1.12	.97	93259
(Century)	116854	102335	114.19	2.15	1.94	233268
(Regal)	40556	50821	79.80	.75	.97	114047
(Riviera)	8275	24552	33.70	.15	.47	48891
CADILLAC	142458	142107	100.25	2.63	2.70	301228
(Cimarron)	10996	10395	105.78	.20	.20	22768
(Eldorado)	10392	33113	31.38	.19	.62	60754
(Seville)	7537	16058	46.94	.14	.31	29986
CHEVROLET	866291	803814	107.77	15.99	15.29	1658768
(Chevette)	36655	59840	61.26	.68	1.14	129007
(Celebrity)	204267	162991	125.32	3.77	3.10	360963
(Cavalier)	202751	221567	91.51	3.74	4.21	419697
(Camaro)	91274	134303	67.96	1.68	2.55	245879
(Corvette)	17748	19290	92.01	.33	.37	38042
(Monte Carlo)	52970	56094	94.43	.98	1.07	111169
OLDSMOBILE	530088	527754	100.44	9.78	10.04	1067881
(Firenza)	19310	29294	65.92	.36	.56	49780
(Calais)	59685	84319	92.80	1.10	1.22	122561
(Cutlass Ciera)	164164	156220	105.09	3.03	2.97	329934
(Cutlass)	110109	104935	104.93	2.03	2.00	218881
(Toronado)	6732	17210	39.12	.12	.33	32879
PONTIAC	422978	377770	111.97	7.81	7.18	785098
(1000)	9917	10835	91.53	.18	.21	22239
(Sunbird)	55437	60486	91.65	1.02	1.15	115183
(Grand Am)	102395	53393	191.78	1.89	1.02	116535
(6000)	87327	70477	123.91	1.61	1.32	162828
(Bonneville)	21996	25667	85.70	.41	.49	52739
(Firebird)	48197	51510	93.57	.89	.98	100049
(Fiero)	35009	48132	72.74	.65	.92	90421
GEN. MTRS CORP.	2330369	2280306	102.20	43.01	43.36	4664006
Misc. Domestic	46	105	43.81	-	-	248
Other Import	1448619	1241171	116.71	26.73	23.60	2820416
U.S. TOTAL	5418562	5258967	103.03			10888609

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JUNE	% IND	YEAR TO DATE		% '86 VS '85	% IND	
	1986		1986	1985		1986	1985
Dodge	42432	9.78	220049	262018	83.98	9.44	11.61
Plymouth	10646	2.45	57919	53969	107.32	2.48	2.39
Ford	123366	28.42	653298	616081	106.04	28.02	27.28
Chevrolet	116737	26.90	623927	587863	106.13	26.75	26.04
G.M.C.	31736	7.31	169110	163421	103.48	7.25	7.24
International	5323	1.23	30812	34653	88.92	1.32	1.54
Jeep	14915	3.44	88085	80135	109.92	3.78	3.55
Mack/Midliner	2129	.49	10977	15899	69.04	.47	.70
Kenworth	775	.18	5138	5650	90.94	.22	.25
Peterbilt	752	.17	4682	6273	74.64	.20	.28
Daimler-Benz Corp.	2040	.47	10371	11525	89.99	.44	.51
Volvo White	937	.22	5489	6271	87.53	.24	.28
Western Star	76	.02	539	581	92.77	.02	.03
Other Imports	81544	18.79	448843	410347	109.38	19.25	18.16
Miscellaneous Domestic	581	.13	2795	2809	99.50	.12	.12
U. S. Total	433989		2332034	2257495	103.30		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	147764	72285	-	-	-	-	-	-
(Dodge 1)	125889	47342	-	-	-	-	-	-
Plymouth *	57919	-	-	-	-	-	-	-
Ford	392376	233681	-	-	-	5003	16572	5666
(Ford 2)	297124	75273	-	-	-	-	-	-
Chevrolet	362355	239063	13344	157	162	3167	5431	248
(Chev 3)	283269	86108	-	-	-	-	-	-
G.M.C.	82593	65580	1390	120	1764	2589	11353	3721
(G.M.C 4)	62102	20758	-	-	-	-	-	-
International	-	-	-	-	-	8036	10186	12590
Jeep	79893	8192	-	-	-	-	-	-
(Jeep 5)	65714	7407	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1167	1165	8645
Kenworth	-	-	-	-	-	-	-	5138
Peterbilt	-	-	-	-	-	-	-	4682
Daimler-Benz Corp.	-	-	-	-	-	1015	697	8659
Volvo White	-	-	-	-	-	-	522	4967
Western Star	-	-	-	-	-	-	-	539
Other Imports	439467	5426	2959	359	169	106	335	22
Miscellaneous Domestic	-	1646	-	-	-	-	48	1101
Total	1562367	625873	17693	636	2095	21083	46309	55978
1985 Total	1460468	639943	18171	468	3384	26101	38598	70362
1986 vs '85	106.98	97.80	97.37	135.90	61.91	80.77	119.98	79.56

(Memo Total)-To be included in GVW 1,2 & 3
1 Includes Mini Ram, Ram Van, Ramcharger, Ram 50, Dakota, Caravan, Ram Wagon and Raider
2 Includes Ranger, Bronco, Vans and Aerostar
3 Includes El Camino, Blazer, S10, Vans and Astro

* Plymouth Includes Voyager
4 Includes Vans, Caballero, Jimmy, S15 and Safari
5 Includes Wrangler/CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records are used in compiling Oklahoma in 1985 and 1986.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1986		YEAR TO DATE 1985	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	34222	.63	7705	.15
Chevrolet Spectrum	41216	.76	20425	.39
Dodge Colt	24148	.45	14400	.27
Dodge Colt Vista SW	8259	.15	4017	.08
Dodge Conquest	1432	.03	1206	.02
Plymouth Colt	22153	.41	13799	.26
Plymouth Colt Vista SW	7964	.15	3990	.08
Plymouth Conquest	1363	.03	1180	.02
XR4 Merkur	7630	.14	1918	.04
Total Domestic Sponsored Imports	148387	2.74	68640	1.31
OTHER IMPORTS				
Audi	33660	.62	36247	.69
BMW	44164	.82	40929	.78
Honda	286189	5.28	261689	4.98
Mazda	110609	2.04	82702	1.57
Mercedes Benz	44969	.83	43219	.82
Nissan	261516	4.83	236748	4.50
Subaru	89137	1.65	71270	1.36
Toyota	265532	4.90	247083	4.70
Volkswagen	104040	1.92	87702	1.67
Volvo	55735	1.03	49827	.95
Others	153068	2.82	83755	1.59
Total Other Imports	1448619	26.73	1241171	23.60
	-		-	
GRAND TOTAL ALL IMPORT CARS	1597006	29.47	1309811	24.91

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	37028	1.59	35142	1.56
Dodge RAIDER				
OTHER IMPORTS				
Isuzu	42331	1.82	34495	1.53
Mazda	69236	2.97	51258	2.27
Mitsubishi	15039	.64	12461	.55
Nissan	106449	4.56	128281	5.68
Subaru	1442	.06	1944	.09
Toyota	187343	8.03	170492	7.55
Volkswagen	5889	.25	8252	.37
Others	17164	.74	782	.03
Total Other Import Trucks	444893	19.08	407965	18.07
	-		-	
GRAND TOTAL ALL IMPORT TRUCKS	481921	20.67	443107	19.63

NEW DOMESTIC LIGHT TRUCKS (0-10,000 LBS)

CHEVROLET S10	106502	4.57	109742	4.86
DODGE DAKOTA	14	-	-	-
FORD RANGER	140809	6.04	131270	5.81
GMC S15	24503	1.05	25441	1.13
UNITED STATES SUMMARY				

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1976	9751585	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048898
1985	10888600	4875192

TOTALS INCLUDE ALASKA & HAWAII
OKLAHOMA NOT AVAILABLE
R. L. POLK & CO.
JUNE 1986 ISSUED 08/86
(1) REVISED 10/86

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